

ABSTRAK

PENGARUH *SOCIAL MEDIA COMMUNITY*, *SOCIAL MEDIA ADVERTISING*, *USER-GENERATED CONTENT* DAN *MICRO-CELEBRITY* PADA NIAT DAN PERILAKU PEMBELIAN IMPULSIF SECARA DARING

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Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Community*, *Social Media Advertising*, *User-Generated Content*, dan *Micro-Celebrity* terhadap niat dan perilaku pembelian impulsif secara daring pada pengguna produk perawatan dan kecantikan Wardah di Indonesia. Fenomena pembelian impulsif semakin meningkat, khususnya di kalangan konsumen muda yang sering terpapar konten dan promosi di platform digital. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 303 responden pengguna aktif media sosial yang pernah melakukan pembelian produk Wardah melalui *e-commerce*. Teknik analisis data yang digunakan adalah *Partial Least Square – Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS.

Hasil penelitian menunjukkan bahwa variabel bebas, yaitu *Social Media Community*, *Social Media Advertising*, *User-Generated Content*, dan *Micro-Celebrity*, berpengaruh positif dan signifikan terhadap niat pembelian impulsif. Selanjutnya, niat pembelian impulsif juga berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif, sesuai kerangka *Stimulus–Organism–Response* (S–O–R), di mana stimulus digital membentuk organisme berupa niat, yang kemudian menghasilkan respons berupa perilaku pembelian impulsif. Dari seluruh stimulus, *Micro-Celebrity* merupakan faktor paling dominan, diikuti oleh *Social Media Advertising*, *Social Media Community*, dan *User-Generated Content*. Implikasi manajerial menunjukkan bahwa Wardah perlu mengoptimalkan strategi pemasaran digital melalui penguatan *Social Media Community*, pengembangan *Social Media Advertising* yang lebih persuasif, peningkatan kredibilitas *User-Generated Content*, serta kolaborasi dengan *Micro-Celebrity* yang relevan.

Kata Kunci : Iklan Media Sosial, Komunitas Media Sosial, Konten Buatan Pengguna, Pembelian Impulsif, Selebriti Mikro,

ABSTRAK

THE INFLUENCE OF SOCIAL MEDIA COMMUNITY, SOCIAL MEDIA ADVERTISING, USER-GENERATED CONTENT, AND MICRO-CELEBRITY ON ONLINE IMPULSE BUYING INTENTION AND BEHAVIOR

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This study aims to analyze the influence of social media-based digital marketing elements on online impulsive buying intentions and behaviors among users of Wardah beauty and skincare products in Indonesia. The phenomenon of impulsive buying among consumers, particularly the younger generation, is increasing alongside high exposure to digital content and promotions. This research employs a quantitative approach using a survey method involving 303 respondents who are active social media users and have previously purchased Wardah products through e-commerce platforms. The data analysis technique utilized is Partial Least Square – Structural Equation Modeling (PLS-SEM) assisted by SmartPLS software.

The results indicate that all independent variables Social Media Community, Social Media Advertising, User-Generated Content, and Micro-Celebrity have a positive and significant influence on impulsive buying intentions. Furthermore, impulsive buying intention is also proven to have a positive and significant impact on impulsive buying behavior. These findings support the assumption that social interaction, exposure to promotional content, user-generated content, and the influence of public figures contribute significantly to impulsive buying intentions and behaviors. The managerial implications of this study suggest that cosmetic companies like Wardah need to optimize their digital marketing strategies through collaboration with online communities, the presentation of engaging advertisements, the utilization of user-generated content, and partnerships with relevant Micro-Celebrities. These efforts are expected to strengthen emotional connections with consumers and encourage sustainable impulsive buying within the e-commerce and social media ecosystems.

Keywords : Impulsive Buying, Micro-Celebrity, Social Media Advertising, Social Media Community, User-Generated Content.